Downtown Strategies exists to assist communities in taking the next, or first, step in their Downtown’s journey.

Through our Downtown Vision and Strategy Workshop process, we assess the five pillars of your downtown’s mix: Market Analysis, Economic Vitality, Tourism & Promotion, Design, and Policy & Administration, to provide a true roadmap to revitalization.

For our Clients, we identify and create a tailored strategy to enhance, revitalize, and mobilize your community’s efforts. When properly fueled, your Downtown can be a powerful economic, tourism, and quality of life engine and our team of professionals can help you define your potential and empower you to achieve it.
Jennifer Gregory is the President of Downtown Strategies at Retail Strategies, the nation’s leading consulting firm for retail recruitment and community development. Jenn comes to Retail Strategies with over a decade of community development and downtown revitalization experience.

She was previously the CEO of the Greater Starkville Development Partnership in Starkville, MS, and is also the Founding Principal of Sidewalk Strategies, LLC, a consulting firm specializing in solutions for community development, downtown revitalization, retail recruitment, non-profit board development, governmental relations, and public affairs.

Prior to joining Retail Strategies, she was the Assistant Director of the Stennis Center for Public Service, a federal legislative-branch agency with offices in Starkville, MS, and on Capitol Hill in Washington, D.C.

Jenn was named a “Top 50 under 40” professional by Mississippi Business Journal in 2016 and serves on a number of boards and commissions in Starkville and throughout the State of Mississippi.

She resides in Downtown Starkville, MS, with her husband Bart and their four children, daughters Ella and Julia, and sons Sims and Wells.
STRATEGIC VISIONING WORKSHOP
Downtown Crozet, VA

TUESDAY, JANUARY 28, 2020

2:30 p.m. Downtown Strategies Arrives to Albemarle County, VA

3:00 p.m. – 5:00 p.m. Individual Recon of Downtown

5:00 p.m. – 6:00 p.m. Meeting with Team and Points of Contacts

6:00 p.m. – 8:00 p.m. Focus Group/Stakeholder Session Piedmont Place Market

WEDNESDAY, JANUARY 29, 2020

9:00 a.m. – 11:00 p.m. Boots on the Ground Downtown Tour with Team

12:00 p.m. – 1:30 p.m. Lunch/Prep Time

Focus Group/Stakeholder Session Crozet Library Meeting Room
STAKEHOLDER SESSION AGENDA
Downtown Crozet, VA

WELCOME & INTRODUCTIONS

• Retail Strategies & Downtown Strategies
• 5 Pillars of Successful Revitalization
• Roles & Responsibilities
• Timeline

DIALOGUE SESSION

• Downtown Visioning
  -- Character
  -- Mobility
  -- Design
  -- Land use

• Community Image

• Economic Diversification & Commerce
  -- Consumer Spending Patterns
  -- Retail & Restaurant Mix

• Commercial & Residential Growth

• Roadblocks & Challenges

WHAT’S NEXT?

Following evaluation of Market Analysis, Stakeholder Feedback, and Recon from Boots on the Ground Tour, Strategic Visioning Report deliverable will be compiled and submitted within 4-6 weeks.